



CITY OF LODI COUNCIL COMMUNICATION

AGENDA TITLE: Approve Summer Transit Pass Program and Authorize Transportation Manager to Annually Adjust Time Period

MEETING DATE: March 17, 2010

PREPARED BY: Public Works Director

RECOMMENDED ACTION: Approve the Summer Transit Pass Program and authorize the Transportation Manager to annually adjust the time period.

BACKGROUND INFORMATION: At its meeting on May 6, 2009, Council accepted the City of Lodi Short Range Transit Plan (SRTP). One recommendation included in the SRTP was to initiate a transit marketing program that would, among other things, include a Summer Transit Pass Program. The purpose of the pass program is to increase ridership during the summer months and provide children with an alternative transportation mode during the daytime. On May 20, 2009, Council approved a plan for implementation that summer. Despite the short lead-time, the pass program was well received by those participating and staff recommends implementing the same program again this summer.

The program details are as follows:

- Cost is \$15 per pass;
- Unlimited rides for two months on GrapeLine (not valid on Dial-A-Ride);
- Valid from June 1st through July 30th;
- For youth ages 5 to 17 years old;
- GrapeLine service hours: Monday through Friday from 7:45 a.m. to 6:10 p.m.; Saturday from 7:45 a.m. to 3:09 p.m.; and Sunday from 9:15 a.m. to 12:54 p.m.;
- Purchase passes at City of Lodi Transit Station and Finance Department.

Staff recommends City Council authorize the Transportation Manager to adjust the time period annually to coincide with the Lodi Unified School District's summer schedule. With City Council's approval, staff will proceed with publicizing the program.

FISCAL IMPACT: Funds are available in FY 2009/10 budget for the proposed marketing program. The pass program cost *is* estimated to be \$500.

FUNDING AVAILABLE: Transportation Development Act (TDA) funds (125056)


Jordan Ayers
Deputy City Manager/Internal Services Director


F. Wally Sandelin
Public Works Director

Prepared by Paula Fernandez, Transportation Manager/Senior Traffic Engineer
FWS/PJF/pmf
cc: MV General Manager Brenda Kuykendall

APPROVED: 
Blair King, City Manager

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March 11, 2010

MV Public Transportation, Inc.
Brenda Kuykendall, General Manager
24 S. Sacramento Street
Lodi, CA 95240

SUBJECT: Approve Summer Transit Pass Program and Authorize
Transportation Manager to Annually Adjust Time Period

Enclosed is a copy of background information on an item on the City Council agenda of Wednesday, March 17, 2010. The meeting will be held at 7 p.m. in the City Council Chamber, Carnegie Forum, 305 West Pine Street.

This item is on the consent calendar and is usually not discussed unless a Council Member requests discussion. The public is given an opportunity to address items on the consent calendar at the appropriate time.

If you wish to write to the City Council, please address your letter to City Council, City of Lodi, P. O. Box 3006, Lodi, California, 95241-1910. Be sure to allow time for the mail. Or, you may hand-deliver the letter to City Hall, 221 West Pine Street.

If you wish to address the Council at the Council Meeting, be sure to fill out a speaker's card (available at the Carnegie Forum immediately prior to the start of the meeting) and give it to the City Clerk. If you have any questions about communicating with the Council, please contact Randi Johl, City Clerk, at (209) 333-6702.

If you have any questions about the item itself, please call Paula Fernandez, Transportation Manager/Senior Traffic Engineer, at (209) 333-6800, extension 2267.



for: F. Wally Sandelin
Public Works Director

FWS/pmf

Enclosure

cc: City Clerk